

NEWS RELEASE

FOR IMMEDIATE RELEASE

Suffolk
VIRGINIA

It's a good time to be in Suffolk

Contact:

Suffolk Media & Community Relations

757.514.4104

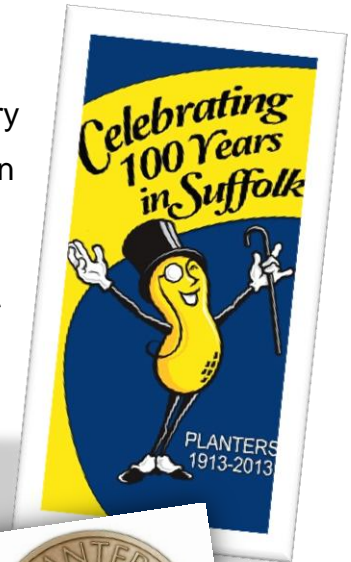
www.suffolkva.us

Suffolk and *Planters* plan events in Honor of 100 Year Anniversary

SUFFOLK, Virginia (June 13, 2013) For 100 Years, *Planters* has built a reputation for being an American icon for delivering consistently fresh-tasting nuts, and Suffolk is where it all started. Little did Amedeo Obici know that when he moved his small peanut roasting business to Suffolk in 1913 it would lead to one of the most famous nut and snack companies in the world.

To celebrate this commemorative success story between industry and municipality, Suffolk and *Planters* will hold several activities in the upcoming months to include:

- New street banners depicting Mr. Peanut and the *Planters* era in Suffolk in historic downtown and the villages.
- A special showing of Mr. Peanut memorabilia and collectables at the Suffolk Center for Cultural Arts. September 14th – November 2nd
- *Planters* community beautification project of the Tynes Street Park. September 30th
- A visit by the Nutmobile where guests can meet Mr. Peanut, take photos with him and taste samples of



various

peanut flavors. Children's activities will be available on site with interactive games. October 2nd

- Peanut Fest Parade with Mr. Peanut as the Grand Marshal. October 5th
- Peanut Pals Fall Conference. October 19th – 20th

These events are a great way for both the City and *Planters* to celebrate with the community. Further information detailing each event will follow in the coming months.

####